

Notice of References Cited		Application/Control No. 10/767,191	Applicant(s)/Patent Under Reexamination BRUCE ET AL.	
		Examiner FOLASHADE ANDERSON	Art Unit 3623	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0176931	09-2003	Pednault et al.	700/31
*	B	US-2006/0195370	08-2006	Howarth, Christopher	705/028
*	C	US-6,055,524	04-2000	Cheng, George Shu-Xing	706/23
*	D	US-6,553,352	04-2003	Delurgio et al.	705/400
*	E	US-7,072,863	07-2006	Phillips et al.	705/36R
*	F	US-7,080,027	07-2006	Luby et al.	705/7.31
*	G	US-7,092,896	08-2006	Delurgio et al.	705/7.35
*	H	US-7,308,497	12-2007	Louviere et al.	709/224
*	I	US-7,412,398	08-2008	Bailey, G. William	705/7.31
*	J	US-7,526,434	04-2009	Sharp, Linda	705/7.29
*	K	US-7,729,931	06-2010	Tobin, Roger L.	705/7.34
*	L	US-7,904,327	03-2011	Phelan et al.	705/14.18
*	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Eastlack, Joseph O., Jr., Rao, Ambar G., Dodson, Joe, & McNiven, Malcolm A.. (1989). Advertising Experiments at the Campbell Soup Company; Commentaries; Reply. Marketing Science, 8(1), 57.
	V	Kimes, Sheryl E., & Fitzsimmons, James A.. (1990). Selecting Profitable Hotel Sites at La Quinta Motor Inns. Interfaces, 20(2), 12.
	W	Rogers, David. (1992). A Review of Sales Forecasting Models Most Commonly Applied in Retail Site Evaluation. International Journal of Retail & Distribution Management, 20(4), 3.
	X	Applied Predictive Technologies Announces Launch of Adaptive Marketing Suite For Online and Brick-and-Mortar Channels. (2 January). PR Newswire,1.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 10/767,191		Applicant(s)/Patent Under Reexamination BRUCE ET AL.	
	Examiner FOLASHADE ANDERSON		Art Unit 3623	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Boosting Customer Response: Mercer Management Consulting And Applied Predictive Technologies Form Marketing Alliance. (12 March 2001). PR Newswire,1.
	V	Deborah Szynal. (2002, April). New to you. Marketing News, 36(7), 23.
	W	Amato-McCoy, D.. (2010, April). Focus on: Business Analytics. Chain Store Age, 86(4), 71-73.
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.